

**Midwestern State University**

**Gordon T. & Ellen West College of Education**

**Media & Community Relations in Sport SPAD 5623**

**Course Instructor**

Dr. Sandra Shawver

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**Office Hours**

Monday 2:00p.m. - 4:00p.m.

Tuesday 11:00a.m.- 1:00p.m.

Wednesday 2:00p.m. - 3:00p.m

**Class Meeting Places & Times Fall 2019**

Desire 2 Learn

ZOOM Meetings: August 27 @ 7:00PM; September 14 @ 12:30PM & October 8 @ 10:00AM; Additional meetings as needed/requested.

**Course/Catalog Description**

Theoretical and practical examination of best practices and trends in media and community relations associated with the sport industry.

**Required Text**

APA Publication Manual, 7th Edition

Stoldt, G.C., Dittmore, S.W., & Branvold, S.E. (2012). *Sport Public Relations* (2nd Edition), Champaign, IL:

Human Kinetics

**Recommended**

Street and Smith’s *SportBusiness Journal*

**Required Technology**

* MSU Texas Email Account (must be checked daily)
* Computer (Mac or Windows)
* Internet access
* [Microsoft Office (Word, Excel, PowerPoint)](https://share.twu.edu/sites/InfoTechSvcs/TSS/default.aspx) or compatible programs
* Adobe [Reader](http://www.adobe.com/products/reader.html)
* Web browser plugin(s) for audio and video (e.g., [Quicktime](http://www.apple.com/quicktime/what-is/))

**Course Prerequisites**

**Knowledge**

* There are no pre-requisites for this course. However, typically students should have a base in sport management, kinesiology, coaching or a related discipline prior to taking this course. However, this is not required and there are no pre-requisites for this course.
* Students should be experienced with the APA 6th edition citation format.
* Students should be familiar with the research databases available through the MSU library and have a working knowledge of the academic journals in the sport management discipline. To assist in your familiarity with these materials, see the Links & Resources tab on the course menu bar.

**Technology Skills**

* Must be able to use D2L, Flip Grid, Google Docs/slides & ZOOM online platforms
* Must be able to Send/receive email
* Must be able to create, send, and receive Microsoft Word, Excel, or PowerPoint documents
* Must be able posting and responding to [discussion boards](http://twuid.pbworks.com/Student-Bb9-Discussion-Board)
* Must be able to download audio files
* Must be able uploading photos and videos to D2L
* Must be able to attach links to Flipgrid
* Must be able to appropriately use internet links and websites

**Communication Policies**

Before emailing me, make sure to follow the “Three then Me” rule. The “Three then Me” rule says that you search for your answer regarding the course in at least three other places before you email me. For example, if you have a question about an assignment, you should consult your syllabus, your grading scale or rubric, or the assignment description on D2L. Remember, check three sources before emailing me your question. It is very likely you’ll find the answer and not need to email me. If you don’t find the answer, and need clarification, feel free to email me.

During the week, I will typically respond to your emails within 24-48 hours. Any emails received over the weekend will receive a response no later than Tuesday by noon.

**Student Email Usage**

You are required to use your MSUTexas email address for **all** correspondence during this course. Check that your MSU Texas email address is the one listed in your Desire 2 Learn Personal Information. Using your MSU Texas address ensures your privacy. If you have a different email account, you can forward your MSU Texas email to that account, but I will only send and respond to e-mails sent from a MWSU address. Please make sure to include your name on any email that you send. You are required to check your MSU Texas email a minimum of 3 days per week.

**Netiquette**

Communication online is different than that of face to face classes. Your fellow students can't see your facial expression, hear you giggling, or notice your gestures. All of these elements significantly add to face to face communication. So, please keep this in mind when you are commenting on others ideas, giving constructive criticism on a writing project, or just interacting with the class in general. You are expected to treat others in this class with the utmost respect and professionalism. If you're new to the online environment or if you have never taken time to learn about social rules for politeness and mutual respect in the virtual world, you should educate yourself [netiquette](http://www.albion.com/netiquette/corerules.html).

Although you are not face to face, you can create lasting friendships in the online environment and can certainly serve as support systems for each other as we progress through the session. You may also want to think about the fact that just because individuals take an online course, it doesn't mean that they are necessarily at a distance from each other. During your introductions, take a minute to let others know where you're located (but not your specific address). You may find that you live near each other and could meet to work on projects, chat about the course, etc.

Also, think about the many ways that you can collaborate and interact with the others in class. Besides a blog and the discussion board, you can send email, make phone calls, meet in a chat room, trade your papers via email or file exchange, etc. Feel free to interact! I want you to be interactive with each other.

Because we are using the Flip Grid and ZOOM platforms be cognizant of how you are dressed when presenting in either platform. If we are just meeting as a class appropriate professional dress is not required. However, when you are presenting in either platform it is expected that you will be dressed more professionally (at a minimum business casual).

**Conceptual Framework Overview**

**The outcomes for graduates of professional programs are based upon knowledge, skills, and dispositions in the following elements:**

* **Learning Environment – Graduates of West College of Education (GWCOE) create challenging, supportive, and learner-centered environments in diverse settings**
* **Individual Development - GWCOE demonstrate knowledge of individual differences in growth and development**
* **Diverse Learners - GWCOE recognize the value and challenges of individual differences:**
* **Reflection - GWCOE engage in individual and group reflection to improve practice.**
* **Collaboration, Ethics, Relationships - GWCOE develop positive relationships, use collaborative processes, and behave ethically.**
* **Communication - GWCOE communicate effectively both verbally and nonverbally through listening, speaking, reading, and writing.**
* **Professional Development - GWCOE actively engage in continuous learning and professional development.**
* **Strategies and Methods - GWCOE use a variety of instructional strategies aligned with content to actively engage diverse learners.**
* **Content Knowledge - GWCOE demonstrate mastery of the content area(s) and remain current in their teaching fields.**
* **Planning Process - GWCOE demonstrate effective planning as part of the instructional cycle.**
* **Assessment - GWCOE demonstrate formative and summative techniques to plan, modify, and evaluate instruction.**

**Assignment Completion Policy**

Assignments and activities must be completed according the instructions provided with each assignment. Failure to follow the instructions may result in an automatic grade of "F" for the assignment.

**General Preparation and Submission of Course Assignments and Projects Policies**

Unless otherwise noted, all assignments must be submitted using block paragraph format. This means that each assignment should be typed with single line spacing. You should only double space between paragraphs. You should not indent paragraphs. You should use 11 or 12 point font in Arial or Times New Roman. All work is expected to be submitted by the set due date unless otherwise stated.

You must cite and provide references in APA format (7th edition). Failure to do so will result in at least one letter grade reduction

You must cite quality academic sources in your assignments. This means more than 90% of your references should stem from refereed/peer reviewed sources. For information on the difference between a quality academic source and a popular press source, consult the course information module for an explanatory paper.

You must write using proper sentence structure and grammar. You must proofread your work and use proper spelling and punctuation. Spell check is not always sufficient. Failure to use proper grammar, spelling, and punctuation will result in a grade reduction. Assignments submitted with incomplete and run-on sentences will receive an automatic grade reduction.

All sources used in your assignments must appear on the reference page. All sources on the reference page must have appeared in the assignment. Failure to do so may result in an automatic "F."

All work must be original work and performed by each individual student. All group work must be original work by that group and performed by your group. If it is deemed that any part of a submitted document is plagiarized the student will receive a zero (0) for that assignment with no opportunity to resubmit. If after being notified of the plagiarism, the student continues to submit plagiarized documents the student will fail the course.

Assignments are graded on the basis of your adherence to the specified requirements, professional appearance, and organization of material, clarity of writing style, justification and support for your ideas, your creativity, and the comprehensiveness of the work. You should also use headings and subheadings when organizing projects and audits.

By logging onto Desire 2 Learn and by submitting each assignment, you are certifying that your work is original and that you are the individual that enrolled in the course.

**Objectives**

Students will:

1. Gain knowledge and skills in the general use of media and community relations within sports related positions.
2. Gain knowledge and skills necessary for the development of media sources and avenues that may be utilized in promotion of self, program and/or organization.
3. Gain understanding and knowledge of the importance of networking and positive community relations for a program/school/organization.
4. Gain knowledge and experience in planning, developing and maintaining media and positive community relations for sport and recreation entities.

**Dispositions**

1. Students will maintain a two (2) day log of their individual use of media and effectively evaluate how and why they use it as individuals.
2. Students will identify the various types of organizational media commonly utilized in the profession.
3. Students will discuss readings and other topics presented within class using the on-line discussion board or other electronic format (i.e. Flip Grid or ZOOM).
4. Students will gain knowledge to identify the various dimensions of corporate social responsibility that relate to the practice of sport public relations.
5. Students will develop a basic public relations campaign and a crisis management case study.

**Assessment**

|  |  |  |  |
| --- | --- | --- | --- |
| Description of Evaluation | Possible Points | Total Points | % 0f Final Grade |
| 1. Discussion Board Activities or Flip Grids (5) | 10.00 | 50.00 | 15.6% |
| 2. Social Media Analysis Flip Grid | 20.00 | 20.00 | 6.3% |
| 3. Quiz (Part 1) | 10.00 | 10.00 | 3.1% |
| 1. Comparative Analysis of   Mediums | 130.00 | 130.00 | 40.6% |
| 1. PR Campaign Project | 50.00 | 50.00 | 15.6% |
| 6. Media Diary | 30.00 | 30.00 | 9.4% |
| 1. Crisis Management Case Study | 30.00 | 30.00 | 9.4% |
|  |  |  |  |
|  |  |  |  |
| **Total** |  | **320.00** | **100%** |

**Tentative Course Calendar**

**PART 1 August 22 through September 4**

Topics: Introducing Sport Public Relations, Integrating Public Relations with Strategic Management

Readings: Chapters 1-2 (Stoldt, Dittomore & Branvold, 2012)

Assignments: Review D2L and course syllabus

Introduction Flip Grid

ZOOM Class Meeting (8/27 @ 7:00PM)

Media Diary

Discussion Board Topic -Sport Competency & Skills

Quiz over chapter readings

**PART 2 September 5 through September 18**

Topics: Creating Public Relations Campaigns, Using the Internet in Sport Public Relations, Developing Organizational Media, Focusing on the Sport Organization-Media Relationship,

Readings: Chapters 3-6 (Stoldt et al., 2012).

Assignments: Personal Communication Flip Grid

PR Campaign Selection/Proposal

Comparative Analysis of Mediums

ZOOM Meeting (9/14 @12:30PM)

PR Campaign Publics Discussion Board

**PART 3 September 19 through October 2**

Topics: Employing News Media Tactics, Staging Interviews, News Conferences, and

Media Events.

Readings: Chapters 8-9 (Stoldt et al., 2012).

Assignments: Public Relations Campaign

Social Media Analysis

**PART 4 October 3 through October 16**

Topics: Communicating in Times of Crisis & Demonstrating Social Responsibility

Readings: Chapter 10-12 (Stoldt et al., 2012).

Assignments: Flip Grid/Discussion Board

Social Responsibility

ZOOM Meeting (10/8 @ 10:00AM)

Crisis Case Study

**Tentative Course Assignments:**

**Online Discussion & Flip Grid Course Activities:** Students are required to participate in online discussion by posting to the Discussion Board. Each student will be required to make two (2) discussion board posts and /or Flip Grids on assigned topics during the semester. Discussions will focus on chapters from Stoldt, Dittmore & Branvold (2012), along with supplemental material provided by the instructor. Each student will read the designated material or chapter, and be prepared to thoroughly discuss it the week assigned via Flip Grid or on the discussion board. See Discussion Board Rubric for specific grading criteria.

**Media Diary/Log:** Media and communication go hand-in-hand to get information out to the public. “To truly examine the role of media and communication, you must examine your own media usage” (Miloch, 2011). Each student is to maintain a log related to the different forms and types of media utilized/used within a given 48 hour timeframe. This can be television, radio, online, social media, commercials, advertisements, etc. The log will include the date, time of use purpose for the use and the type of media used.

After completing the log students will write a summary of their time spent using media including the type and amount of media used most and least. How much of the student’s media use is local versus regional or national and what is the purpose for the students media use? Is it more social or work/school based? What percentage of time was time spent using media alone and with others. See assignment details on D2L

**Comparative Analysis of Mediums:**  Students are to individually read their respective sports page (print), read the online version of their local sports page (online), watch a local affiliate sportscast and watch *ESPNs SportsCenter* on the same day. If possible, also catch either a local affiliate sports talk radio show or a national sports talk radio show. You will need to purchase the daily paper and read the online version of and on the same day.

After you have read both the print and online version of your local sports page, watched the local sportscast and *SportsCenter,* and hopefully listened to the radio segments, you will write a comparative analysis and summary of the experience.

**Public Relations Campaign:** Students will develop a public relations campaign plan. Each person/team may select their own campaign topic. It must be related to a current or anticipated issue or opportunity facing an existing sport organization. A brief proposal regarding the campaign setting (i.e., sport organization) and topic (i.e., purpose) is due to the instructor prior to starting for approval.

**Crisis Management Case Study:** Students will develop a case study regarding a sposrt organization that has faced a crisis. Research must be done for appropriately completing this assignment.

**Grading Procedures**

|  |  |
| --- | --- |
| **A=91%** | **291 - 320** |
| **B=80%** | **256 - 290** |
| **C=70%** | **224 - 255** |
| **F<70%** | **0 - 223** |

**Assignment Deadlines**

All assignments will be due by the time designated on the day they are due unless otherwise stated. A deduction of **5 points per day will be enforced if an assignment is turned in late.**

**Other Class Policies**

During this course you will be expected to deal with your subject area, your instructors, your peers, and your colleagues as a professional. This includes attending scheduled class meetings and dressing appropriately for our scheduled field trip (only business casual dress accepted.) Cell phones are to be turned off during the class period.

**Plagiarism Statement**

“By enrolling in this course, the student expressly grants MSU a ‘limited right’ in all intellectual property created by the student for the purpose of this course. The ‘limited right’ shall include but shall not be limited to the right to reproduce the student’s work product in order to verify originality, authenticity, and educational purposes.” from Student Handbook

### **Campus Carry Rules/Policies**

Refer to: [Campus Carry Rules and Policies](https://mwsu.edu/campus-carry/rules-policies)

### **Smoking/Tobacco Policy**

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

**Alcohol and Drug Policy**

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

## **Grade Appeal Process**

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University [MSU Catalog](http://catalog.mwsu.edu/content.php?catoid=14&navoid=655#Appeal_of_Course_Grade)

**Notice**Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.